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WAR FOOD ADMINISTRATION
OFFICE OF DISTRIBUTION
Washington 25, D. C.

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MARKETING REPORTS DIVISION MEMORANDUM 1 . 37.1

PROCEDURE FOR RELEASING INFORMATION ON SALE OF GOVERNMENT-OWNED
FOOD STOCKS

In order to give full information to the public and adequate notice to the trade about sales of Government-owned food stocks, the procedure outlined herein will be followed regularly in the preparation and issuance of informational releases and reports:

- I. When food stocks are offered to the original vendors --
 - A. A press release will be prepared to accompany the sales plan and will move with it through official channels for clearance.
 - B. The press release will give the following information:
 - A brief statement of the fact that the offer is made only to the original vendors in order to use their normal distributive facilities.
 - The commodity being offered for sale.
 - How packed.
 - The quantity.
 - The name or names of the original vendors and addresses.
 - Any other statement needed to expedite the sale of the commodity.
 - C. As soon as the sales plan and press release are approved, the press release will be returned immediately to the Marketing Reports Division. If this is done before 3:00 p.m., it will be issued the same day, if after 3:00 p.m., then on the following morning.

The press release will be mimeographed by the Press Service of the Department and will be distributed immediately to wire services, trade association representatives, and others interested. Copies will be mailed to a selected list of trade journals, associations, farm papers, etc., the list depending on the commodity.

The information will be put on the leased wire to be sent to Regional Offices of the Marketing Reports Division to be localized and distributed to wire services, trade press, etc., and to district representatives for further local adaptation and distribution. The release also is given immediately to the regional directors.

Copies of the release will be sent immediately to the Office of War Information for further distribution if OWI deems it advisable.

Further distribution will be made by briefing the information for the Food Trade Letter which is issued weekly by the Marketing Reports Division and set to trade groups and other interested parties throughout the country.

II. When food stocks are not purchased, all or in part, by the original vendor and are offered for sale to processors of a like commodity —

- A. A press release will be prepared stating that the commodity is being offered to processors of like commodities to make use of their normal distributive facilities.
- B. It will state further that the food was offered to the original vendors and will give the quantity originally offered and the remainder being offered.
- C. Location of the commodities and how packed, and any other statement needed to expedite the sale will be included.
- D. Distribution of the information will be made as in I.

III. A procedure will be worked out later in the case where foods are not purchased by either the original vendor or processors of like commodities.

IV. When sales have been completed ---

- A. As sales are completed and the abstract of sale is available, a sales report (Information Sales Report) will be made and sent to those who have requested such information. A mailing list based on such requests is being built up. This information on completed sales will be rushed to the regional and district offices so that they may give local trade interests information about who purchased the food.

B. This report will include the following:

Commodity	Location
Quantity	Price—by units and total
Name of purchaser	

V. At regular intervals — once a month or oftener, probably — a round-up of sales will be issued in the form of a trade release. This release will list the commodities sold during the stated period together with quantity and price received.

A statement on the various patterns now being used in selling Government-owned food stocks is attached.

/s/ Marvin H. Sandstrom

Chief

